



## Internship Bureau Case Study

### Business Marketing Internship – York Energi Ltd, Summer 2016

York Energi Trampoline Park is the latest innovative attraction to York and the UK leisure market. Energi is a unique sports and recreation facility for all age groups. The park is a vast area of trampolines with specialist areas such as angled walls, tumble tracks and wall running. The business has a number of unique sessions and caters for parties, schools and corporate events.

Website: [www.energileisureparks.com](http://www.energileisureparks.com)

#### **Kieran Podbury, Second year Business and Management student**

Energi intended to recruit an intern to help grow their business by expanding their market intelligence and analysis of their business strategies.

Kieran's project involved conducting research into current trends, technology and competition of trampoline parks globally. From this research Kieran was then able to advise the business on how best to keep Energi at the forefront of next generation trampoline parks.

Alongside providing a fresh outlook on the business and its aims for growth and expansion, Kieran further had the chance to experience and lead on a project. Through taking on this responsibility, he gained invaluable experience whilst making a real difference to a progressive business.

#### **ABOUT SIB RECRUITMENT**

All employers are given the opportunity to interview a shortlist of applicants, ensuring that the right intern is selected by the business itself.

In their applications students are asked to outline what makes them a suitable candidate for the internship, and why they are interested in working for the company. To find out more visit [www.york.ac.uk/careers](http://www.york.ac.uk/careers) (for students) or [www.york.ac.uk/employers](http://www.york.ac.uk/employers) (for employers).

